

# POTENCY ON THE RISE

odcp.iowa.gov

SEVERAL POTENTIALLY ADDICTIVE SUBSTANCES IN IOWA ARE MUCH STRONGER TODAY VERSUS A FEW YEARS AGO. MANY OF THESE PRODUCTS ARE NOW AVAILABLE IN DIFFERENT FORMS AND INCREASINGLY HIGHER POTENCIES.

## POTENCY ON THE RISE

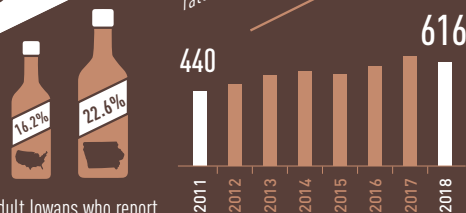
### ALCOHOL

1 CRAFT BEER CAN HAVE AS MUCH ALCOHOL AS 2 OR 3 REGULAR BEERS

Iowa Alcohol-Related Mortality rates have risen steadily in recent years.<sup>1</sup>

#### IOWA BINGE DRINKING:

Percentages of adult Iowans who report heavy and binge drinking have remained steadily higher than national averages. Nationally, 16.2% of Americans report binge drinking while 22.6% of Iowans report binge drinking.<sup>2</sup>



<sup>1</sup>Iowa Public Health Tracking Portal, 2018 <sup>2</sup>CDC Behavioral Risk Factor Surveillance Surveys, 2018

## POTENCY ON THE RISE



### MEDICINES

Morphine: 1x

Carfentanyl: 10,000x

Fentanyl: 100x

Heroin: 2x

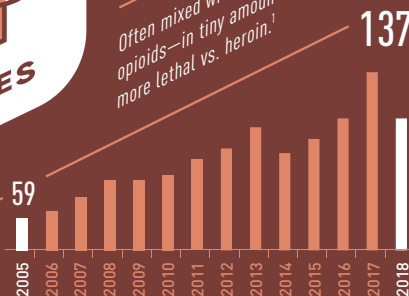
Illicit Synthetic Opioid Potency

Often mixed with heroin, illicit synthetic opioids—in tiny amounts—can be much more lethal vs. heroin.<sup>1</sup>

#### IOWA OPIOID RELATED OVERDOSE DEATHS:

Heroin, Rx Methadone, Other Opioids, and Other Synthetic Narcotics<sup>2</sup>

<sup>1</sup>Drug Enforcement Administration, 2017 <sup>2</sup>Iowa Department of Public Health, 2018



## POTENCY ON THE RISE

### MARIJUANA

#### MARIJUANA'S INCREASING THC POTENCY:

Seized in U.S.



1%  
1972



3.75%  
1995



12.7%  
National average THC levels<sup>1</sup>  
2016



19.6%  
plant  
2017

68.6%  
concentrate

Colorado's average THC levels<sup>2</sup>

<sup>1</sup>University of Mississippi Marijuana Project, through 12/22/16 <sup>2</sup>Rocky Mountain HIDA, 2018

## POTENCY ON THE RISE



### METH

Psychostimulant OD deaths<sup>1</sup>

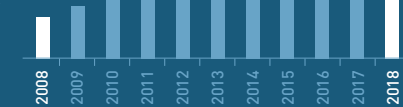
11  
2011

61  
2015

91  
2018

97%

35%



#### IOWA METH PURITY:

Crime lab fiscal year averages<sup>2</sup>

<sup>1</sup>Iowa Department of Public Health, 2018 <sup>2</sup>Iowa Department of Public Safety, 2018

## POTENCY ON THE RISE

### NICOTINE

Higher nicotine e-cigarette products have been released in recent years and account for a large and increasing share of U.S. e-cigarette/vaping sales.

#### NICOTINE SALTS:

Along with nicotine concentration, the use of nicotine salts increases the efficiency of e-cigarette nicotine delivery. Nicotine salts allow for high levels of nicotine to be delivered more easily and with less irritation.

Truth Initiative & CDC, 2019